In the Claims:

Please amend the claims as presented below:

1.   (Previously presented) A method of detecting fraudulent Internet traffic sent from a first web site to a second web site comprising:

        providing a first web site database having a list of first web sites likely to send bad traffic;

        providing a hypertext link to the second web site on the first web site;

        transferring an Internet user to an intermediate web site after the Internet user clicks on the hypertext link on the first web site;

        gathering information at the intermediate web site from the Internet user to determine if the first web site is found in the list of first web sites likely to send bad traffic; and

        performing at least one of the following steps:

            providing a validation request to the Internet user if the first web site is found in the list of first web sites likely to send bad traffic; and

            transferring the Internet user to the second web site if the first web site is not in the list of first web sites likely to send bad traffic.

2.   (Original) The method as claimed in claim 1 wherein the first web site is an affiliate web site.

3.   (Original) The method as claimed in claim 2 wherein the second web site is an advertiser web site.

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4.   (Previously presented) The method as claimed in claim 3 wherein the step of providing a hypertext link to the second web site includes receiving a keyword search from the Internet user, preparing a result list relevant to the keyword search, and providing at least one hypertext link on the first web site that is relevant to the keyword search.

5.   (Previously presented) The method as claimed in claim 3 wherein the hypertext link includes an advertisement of the advertiser web site.

6.   (Original) The method as claimed in claim 1 wherein the intermediate web site includes a redirect page capable of determining if the validation request is required.

7.   (Canceled)

8.   (Previously presented) The method as claimed in claim 1 further comprising compensating the first web site for causing the transmission of the second web site to the Internet user.

9.   (Canceled)

10.   (Currently amended) The method as claimed in claim 1 wherein the validation request includes providing a survey form with at least one input for the Internet user to input information.

11.   (Original) The method as claimed in claim 10 wherein the validation request includes collecting the input information into a survey database.

12.   (Original) The method of claim 11 wherein the validation request includes analyzing the input information in the survey database to determine if the first web site should be listed in the first web site database.

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13.   (Original) The method as claimed in claim 12 further comprising causing the transmission of the second web site to the Internet user.

14.   (Original) The method as claimed in claim 13 further comprising compensating the first web site for causing the transmission of the second web site to the Internet user.

15.   (Previously presented) The method as claimed in claim 1 further comprising the step of randomly providing the validation request to the Internet user even if the first web site is not found in the list of first web sites likely to send bad traffic.

16.   (Original) The method as claimed in claim 15 wherein the validation request includes providing a survey page with at least one input for the Internet user to input information.

17.   (Original) The method as claimed in claim 16 wherein the validation request includes collecting the input information into a survey database.

18.   (Previously presented) The method as claimed in claim 17 further comprising causing the transmission of the second web site to the Internet user after the Internet user has completed the validation request.

19.   (Original) The method as claimed in claim 18 further comprising compensating the first web site for causing the transmission of the second web site to the Internet user.

20.   (Original) A method of determining if an affiliate web site sends bad traffic to an advertiser web site in a system comprising an affiliate web site providing an advertiser link to an advertiser web site, the affiliate web site receiving compensation if an Internet user having a web browser clicks on the advertiser link and causes the transmission of the advertiser web site to the Internet user, the method comprising:

    determining if the web browser has cookies enabled;

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determining a language of the web browser;

determining an amount of time that the Internet user spends on the advertiser web

site;

determining a total amount of times that the affiliate web site causes the transmission

of the advertiser web site to the Internet user; and

analyzing at least one of the web browser cookies, the language of the web browser,

the amount of time the Internet user spends on the advertised website and the total amount of

times the affiliate web site causes the transmission of the advertiser web site to the Internet

user to determine if the affiliate web site is likely to send bad traffic; and

adding the affiliate web site to a list of affiliate web sites likely to send bad traffic if

the affiliate is determined as likely to send bad traffic, wherein a subsequent Internet user

referred from the affiliate web site is required to respond to a validation request prior to the

transmission of the advertiser web site to the subsequent Internet user.

21.   (Original) The method as claimed in claim 20 further comprising determining if the

Internet user causes a mouse operably coupled to the Internet user web browser to move.

22.   (Original) The method as claimed in claim 20 further comprising determining if the

Internet user receives an incentive from the affiliate web site for clicking on the advertiser link.

23.   (Canceled)

24.   (Canceled)

25.   (Canceled)

26.   (Canceled)

27.   (Canceled)

28.   (Canceled)

29.   (Previously presented) A method of determining if an affiliate web site sends bad traffic to an advertiser web site, the method comprising the steps of:

receiving at an affiliate web site a keyword search from an Internet user having a web browser;

providing at least one advertiser link to an advertiser web site on the affiliate web site;

transferring an Internet user to an intermediate web site after the Internet user clicks on the advertiser link on the affiliate web site;

gathering information at the intermediate web site from the Internet user to determine the keyword search;

electronically comparing the keyword search to the advertiser web site to determine if the keyword search is relevant to the advertiser web site; and

performing at least one of the following steps:

providing a validation request to the Internet user if the keyword search is not relevant to the advertiser web site; and

transferring the Internet user to the advertiser web site if the keyword search is relevant to the advertiser web site.

30.   (Previously presented) The method as claimed in claim 29 further comprising determining a total amount of times that the affiliate web site causes the transmission of the advertiser web site to the Internet user.

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31.   (Previously presented) The method as claimed in claim 29 further comprising determining if the Internet user causes a mouse operably coupled to the Internet user web browser to move.

32.   (Previously presented) The method as claimed in claim 29 further comprising determining if the Internet user receives an incentive from the affiliate web site for clicking on the advertiser link.

33.   (Previously presented) The method as claimed in claim 29 further comprising determining if the web browser has cookies enabled.

34.   (Previously presented) The method as claimed in claim 29 further comprising determining a language of the web browser.